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**ANALYSIS OF THE COLLABORATIVE CRM OF THE THREE COMPANIES:
COMPANY A, COMPANY B, AND COMPANY C**

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Abstract

There has been fierce competition in the telecommunications business in Jakarta, Indonesia between the GSM operators – Company A, Company B, and Company C. Each operator is trying very hard to attract customers, as well as retain customers. To do this, a Customer Relationship Management (CRM) System, specifically a collaborative CRM is needed. This is a system where people, data and all the process are integrated in order to serve the customers better. One of the channels through which the customers interact with the system is through the Call Center. This study compared three of the leaders of the telecommunications business. They were compared according to certain criteria. A survey was conducted and the customers were interviewed about customer service as well as other areas. A conclusion was made as to which operator serves the customers best, as well as recommendations as to how to improve the existing systems, as well as how to serve the customers better. According to the survey, the best among the three was Excelcomindo.

Keywords

Collaborative CRM, GSM, customer satisfaction, call center

PREFACE

First of all, I would like to thank the Father in the Heavens above for blessing me and giving me a chance to live this wonderful life. In addition, I would also like to thank my family who has been a constant support for me. Also, I would like to thank my Thesis Supervisor, who has always been there anytime I needed to ask questions, and has also guided me throughout this thesis.

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I hope you enjoy reading it and gain some knowledge from it. I am open to any comments that anyone would like to share.

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